

# **KASHF FOUNDATION**

## **Request for Proposal**

### **Media Agency for Airing of Nutrition- Focused Television Commercials**

## **1. Organization Overview**

Kashf Foundation is a leading microfinance institution in Pakistan dedicated to empowering low-income communities, particularly women, through financial services and social development programs. We are committed to creating impactful public awareness campaigns that address critical community needs.

## **2. Project Background**

Pakistan faces a severe nutrition crisis that is disproportionately impacting young children and mothers. According to UNICEF, 40.2% of children under the age of five are stunted, 17.7% experience wasting while 53.7% of children are anemic, all of which are alarming indicators of malnutrition. This is further aggravated by food insecurity with 42% of the population experiencing moderate to severe food insecurity and 80% unable to afford nutritionally adequate diets. Based on comprehensive research conducted in Sindh Province, Kashf Foundation is continuing its public awareness campaign (earlier PAC elements being ARY morning show segments, articles published on its website, digital campaigning and Kashf Podcast on the subject) to promote informed, practical balanced nutrition for children living in low-income households. The campaign aims to provide sustainable strategies by educating caregivers about essential nutrients, child-friendly meal planning, and locally available food options that support healthy growth and development.

## **3. Project Focus & Objective**

This phase of the campaign involves broadcasting a series of six professionally produced television commercials (TVCs) and their radio broadcasts across Sindh and other regions of Pakistan to amplify core messages about child nutrition, maternal health, and stunting prevention. Kashf aims to hire a qualified media agency that will ensure the strategic, high-impact airing of the TVCs across Sindh (primary focus) and the rest of Pakistan (secondary focus). The objective is to maximize campaign reach among low-income caregivers and promote locally relevant nutrition practices that prevent stunting and anemia.

## **4. Scope of Work**

The media agency will be responsible for:

- Conducting a media landscape assessment to identify the most effective TV & radio channels, time slots, and program genres for reaching low-income caregivers in Sindh and nationally
- Developing a targeted media plan with a proposed schedule, duration, and frequency for airing six 30–45 second TVCs
- Procuring airtime and negotiating rates with selected broadcasters
- Managing and executing the media buy, ensuring optimal delivery across the specified period
- Monitoring broadcasts and providing evidence of airing

- Submitting a final report analyzing reach, channel performance, and insights for future campaigns

## **5. Target Audience**

### **Primary Audience:**

- Caregivers of children under five
- Pregnant and breastfeeding mothers in low-income households
- Fathers, mothers-in-law, and extended family members involved in childcare

### **Secondary Audience:**

- Community health workers and local influencers
- General public interested in child health and nutrition

### **Geographic Focus:**

- Primary: Sindh Province (urban and rural)
- Secondary: Broader national reach across Pakistan

## **6. Duration**

The campaign will run for 3 months, starting from an agreed upon date. Media planning and execution must align with this timeline and ensure optimal reach in Sindh with complementary national visibility.

## **7. Deliverables**

- Sindh and Pakistan-wide media landscape report
- Comprehensive media plan with channel mix, airing frequency, and timeline
- Execution of media buys and confirmation of slots
- Broadcast monitoring and verification
- Final campaign performance report

## **8. Budget**

The financial proposal should include a detailed breakdown of costs for media buying, agency service fees, monitoring, and reporting. The budget will be finalized in coordination with Kashf Foundation based on cost-efficiency and balanced regional and national exposure.

## **9. Agency Qualifications**

- Minimum 3–5 years of experience in media planning and buying, especially for development or public awareness campaigns
- Strong track record of campaigns targeted in Sindh and/or comparable regional contexts
- Relationships with leading national and regional TV & radio channels

- Capacity to monitor and verify media placement independently or via third-party tools
- Proven ability to manage time-sensitive deliverables

## **10. Proposal Submission Requirements**

Interested agencies must submit:

- Company profile and relevant experience
- At least 3 examples of similar campaigns executed
- Proposed media strategy and plan for airing the TVCs in Sindh and nationally
- Monitoring and verification methodology
- Financial proposal with cost breakdown
- Timeline and proposed milestones

## **11. Evaluation Criteria**

| <b>Criteria</b>                                    | <b>Weightage</b> |
|----------------------------------------------------|------------------|
| Relevant Experience in Regional and National Media | 25%              |
| Proposed Media Plan & Methodology                  | 30%              |
| Cost-effectiveness and Reach                       | 20%              |
| Monitoring & Reporting Capacity                    | 10%              |
| Team Credentials & Project Management              | 15%              |

## **12. Submission Details**

Format: PDF (max file size 25MB)

Send to: [areeba.mahmood@kashf.org](mailto:areeba.mahmood@kashf.org)

Submission Deadline: **24 October, 2025**

## **13. Terms and Conditions**

- The agency must be legally registered in Pakistan and compliant with all tax regulations.
- All deliverables must be original or properly licensed.
- Kashf Foundation will retain exclusive rights to the campaign materials.
- Confidentiality and data protection must be strictly observed.
- Payment will be milestone-based upon successful delivery and verification.

## **14. Contact Information**

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Kashf Foundation

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